

**Department of Social Services  
Division of Child Protection  
700 Governors Drive  
Pierre SD 57501**

**Marketing Campaign for Foster Parent Recruitment**

**Proposals Are Due No Later than: Sept. 7, 2012**

**RFP#:13003**

**Point of Contact  
Department of Social Services  
Mark Close  
Mark.Close@state.sd.us**

**READ CAREFULLY**

FIRM NAME: \_\_\_\_\_ AUTHORIZED SIGNATURE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ TYPE OR PRINT NAME: \_\_\_\_\_

CITY/STATE: \_\_\_\_\_ TELEPHONE NO: \_\_\_\_\_

ZIP (9 DIGIT): \_\_\_\_\_ FAX NO: \_\_\_\_\_

FEDERAL TAX ID#: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

---

**PRIMARY CONTACT INFORMATION**

CONTACT NAME: \_\_\_\_\_ TELEPHONE NO: \_\_\_\_\_

FAX NO: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

---

## **1.0 GENERAL INFORMATION**

### **1.1 PURPOSE OF REQUEST FOR PROPOSAL (RFP)**

The Department of Social Services, Division of Child Protection, is soliciting proposals to develop and execute a statewide marketing and public relations campaign for foster care recruitment.

### **1.2 ISSUING OFFICE AND RFP REFERENCE NUMBER**

The Dept. of Social Services, Division of Child Protection is the issuing office for this document (RFP# 13003) and all subsequent addenda relating to it on behalf of the State of South Dakota.

### **1.3 SCHEDULE OF ACTIVITIES (SUBJECT TO CHANGE)**

RFP Publication	Aug. 10, 2012
Deadline for Submission of Written Inquiries	Aug. 20, 2012
Responses to Vendor Questions	Aug. 24, 2012
<b>Deadline for Submission of Proposals (5:00 pm)</b>	<b>Sept. 7, 2012</b>
Interviews for Selected Agencies (if necessary)	Oct. 2-5, 2012
Anticipated Award Decision/Contract Negotiation	Oct. 12, 2012

### **1.4 PRESENTATION**

After completing a thorough review of all proposals, the Department of Social Service, Division of Child Protection may schedule on-site presentations with only those agencies chosen at the discretion of Department of Social Services, Division of Child Protection. These presentations will be held consecutively with a limit of 90 minutes allowed per vendor. Once each vendor has completed a proposal, they will be asked to leave the meeting area while the other presentations are being delivered. All staff, who will be assigned duties to this account, should be present for questions relating to past experience in the designated field.

### **1.5 SUBMITTING YOUR PROPOSAL**

All proposals must be completed and received by the Department of Social Services by the date and time indicated in the Schedule of Activities.

Proposals received after the deadline will be late and ineligible for consideration.

An original, 5 identical copies, and one digital copy of the proposal shall be submitted.

**Proposals must be addressed and labeled as follows:**

**REQUEST FOR PROPOSAL #13003  
MARK CLOSE  
DEPARTMENT OF SOCIAL SERVICES  
700 GOVERNORS DRIVE  
PIERRE SD 57501**

All proposals must be signed, in ink, by an officer of the responder, legally authorized to bind the responder to the proposal, and sealed in the form intended by the respondent. Proposals that are not properly signed may be rejected.

All capital letters and no punctuation are used in the address. The Department of Social Services address as displayed should be the only information in the address field.

No proposal shall be accepted from, or no contract or purchase order shall be awarded to any person, firm or corporation that is in arrears upon any obligations to the State of South Dakota, or that otherwise may be deemed irresponsible or unreliable by the State of South Dakota.

**1.6 CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION – LOWER TIER COVERED TRANSACTIONS**

By signing and submitting this proposal, the vendor certifies that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation, by any Federal department or agency, from transactions involving the use of Federal funds. Where the vendor is unable to certify to any of the statements in this certification, the bidder shall attach an explanation to their offer.

**1.7 NON-DISCRIMINATION STATEMENT**

The State of South Dakota requires that all contractors, vendors, and suppliers doing business with any State agency, department, or institution, provide a statement of non-discrimination. By signing and submitting their proposal, the vendor certifies they do not discriminate in their employment practices with regard to race, color, creed, religion, age, sex, ancestry, national origin or disability.

**1.8 MODIFICATION OR WITHDRAWAL OF PROPOSALS**

Proposals may be modified or withdrawn by the vendor prior to the established due date and time.

No oral, telephonic, telegraphic or facsimile responses or modifications to informal, formal bids, or Request for Proposals will be considered.

**1.9 RESPONDENT INQUIRIES**

Respondents may make email inquiries concerning this RFP to obtain clarification of requirements. No inquiries will be accepted after the date and time indicated in the Schedule of Activities. Email inquiries must be sent to Mark Close at [Mark.Close@state.sd.us](mailto:Mark.Close@state.sd.us) with the subject line "RFP # 13003".

The Department of Social Services will provide a listing of all Respondents' inquiries (if required) at the Department of Social Services website, [www.dss.sd.us](http://www.dss.sd.us) and the responses to those inquiries by Aug 24, 2012. Respondents may not rely on any other statements, either of a written

or oral nature, that alter any specification or other term or condition of this RFP. Respondents will be notified in the same manner as indicated above regarding any modifications to this RFP.

#### **1.10 PROPRIETARY INFORMATION**

The proposal of the successful vendor(s) becomes public information. Proprietary information can be protected under limited circumstances such as client lists and non-public financial statements. Pricing and service elements are not considered proprietary. An entire proposal may not be marked as proprietary. Vendors must clearly identify in the Executive Summary and mark in the body of the proposal any specific proprietary information they are requesting to be protected. The Executive Summary must contain specific justification explaining why the information is to be protected. Proposals may be reviewed and evaluated by any person at the discretion of the State. All materials submitted become the property of the State of South Dakota and may be returned only at the State's option.

1.11.1 Protected proprietary information should be provided in a separate sealed envelope marked as proprietary.

#### **1.11 LENGTH OF CONTRACT**

The anticipated length of the contract is seven months; the contract will commence on Oct. 3, 2012, and end on May 31, 2013, with customary provisions for early termination based on performance and the option to renew for up to two one-year contracts.

#### **1.12 GOVERNING LAW**

Venue for any and all legal action regarding or arising out of the transaction covered herein shall be solely in the State of South Dakota. The laws of South Dakota shall govern this transaction.

#### **1.13 DISCUSSIONS WITH VENDORS (ORAL PRESENTATION/NEGOTIATIONS)**

An oral presentation by a vendor to clarify a proposal may be required at the sole discretion of the State. However, the State may award a contract based on the initial proposals received without discussion with the Vendor. If oral presentations are required, they will be scheduled after the submission of proposals. Oral presentations will be made at the vendor's expense.

This process is a Request for Proposal/Competitive Negotiation process. Each Proposal shall be evaluated, and each respondent shall be available for negotiation meetings at the State's request. The State reserves the right to negotiate on any and/or all components of every proposal submitted. From the time the proposals are submitted until the formal award of a contract, each proposal is considered a working document and as such, will be kept confidential. The negotiation discussions will also be held as confidential until such time as the award is completed.

## **2 STANDARD CONTRACT TERMS AND CONDITIONS**

Any contract or agreement resulting from this RFP will include the State's standard terms and conditions (attached) along with any additional terms and conditions as negotiated by the parties.

### **3 SCOPE OF WORK**

#### **OVERVIEW**

The Department of Social Services, Division of Child Protection, is soliciting proposals to develop and execute a statewide marketing and public relations campaign for foster care recruitment. The campaign will utilize South Dakota's First Lady, Linda Daugaard as the spokesperson.

The successful applicant will be responsible for marketing and public relations tactic recommendations, plan development, and plan execution to include but not limited to brand development, creative services, media placement, public relations and an evaluation of plan components.

#### **BACKGROUND**

Each month, there are approximately 1,000 children and youth in foster care from public, private and tribal agencies in South Dakota. More foster families are needed to meet the needs of children and youth of all ages, with a greater need for families who will support and care for teenagers, sibling groups, medically fragile children, as well as Native American children. Target communities include Eagle Butte, Mission, Rapid City and Sioux Falls.

#### **DETAILS**

- **TEAM:** Provide the names, titles and professional experience of key staff who would be assigned to this account.
- **AGENCY EXPERIENCE:** Provide an overview that describes your agency's background, philosophy, general project management approach and areas of expertise.
- **AGENCY ABILITY:** Provide a summary of your agency's capabilities - describing the types of services you are able to deliver, the timeline for providing basic deliverables and any experience your agency has working in the social welfare arena.
- **STRATEGY:** The vendor will identify and recommend appropriate target audiences, media, and tactics to align with the goals of the campaign as set forth by the Department of Social Services, Division of Child Protection. Special consideration should be given to the following four targeted communities: Eagle Butte, Mission, Sioux Falls, and Rapid City.
  - Please address the following in your response.
    - General campaign approach based on basic understanding of the Division of Child Protection Services' mission.
    - Unique campaign and recruitment tactics
    - Ideas for utilizing the First Lady as a spokesperson for the campaign
- **CREATIVE SERVICES:** The Vendor will work collaboratively with the Department of Social Services to develop all copy and materials required to develop and execute the campaign.
  - Please address the following in your response.
    - Please provide at least three unique samples of design work/campaigns completed in the last three years which are relevant to this RFP. As well as, how your agency addressed any unique project constraints (timeline, budget, and technical) relative to the examples provided.
    - A list of current clients, including contact information for three clients we may contact as references.
    - If awarded the contract, the Vendor will provide either the originals or reproducible copies in quantities and formats satisfactory to State of all material developed within 30 days of final state approval. The Vendor will consider all reports,

recommendations, documents, drawings, plans, specifications, technical data and information, copyrights patents, licenses or other products produced as a result of the services rendered under this Agreement the sole property of the State, except for photography with previous copyrights, unless use by consultant is approved in writing by the State of South Dakota.

- **MEDIA PLACEMENT SERVICES:** Per the agreed upon marketing plan, the Vendor will be required to purchase all appropriate advertising. The vendor will process all invoices from media outlets and provide the Department of Social Services with an itemized monthly bill as directed by the state. The Vendor must provide written documentation of bonus value summaries for media placement as directed by the state.
- **PUBLIC RELATIONS SERVICES:** The Vendor will work collaboratively with state staff on public relations efforts including but not limited to event planning and coordination.
  - Please address the following in your response.
    - General public relations approach based on basic understanding of the Division of Child Protection's mission.
    - Unique public relations tactics
    - Ideas for utilizing the First Lady in these efforts
- **PLANNING AND PROGRESS REPORTING:** Within one month of award, the selected vendor must provide a detailed campaign plan satisfactory to the State that outlines the campaign budget, development and placement timeline, and overall campaign strategy. The vendor will be required to provide quarterly written progress reports, by the 15<sup>th</sup> of the following month in a format agreed upon with the state. The vendor may be asked to provide periodic written reports related to specific projects throughout the contract period.
- **EVALUATION:** The Vendor will include an evaluation component, with measurable goals. Success in regards to the goals will be measured periodically and at the conclusion of the campaign.
  - Please provide evaluation component suggestions in your response.
- **BUDGET:** Vendor presentations should be based on the following three budget scenarios. Please address the ability to execute campaign elements or offer alternative campaign tactics relative to the budget scenarios listed below.
  - \$50,000
  - \$100,000
  - \$150,000

#### **4 PROPOSAL REQUIREMENTS AND COMPANY QUALIFICATIONS**

4.6 The vendor is cautioned that it is the vendor's sole responsibility to submit information related to the evaluation categories and that the State of South Dakota is under no obligation to solicit such information if it is not included with the proposal. The vendor's failure to submit such information may cause an adverse impact on the evaluation of the proposal.

4.7 **Vendor's Contacts:** Vendors and their agents (including subcontractors, employees, consultants, or anyone else acting on their behalf) must direct all of their questions or comments regarding the RFP, the evaluation, etc. to the buyer of record indicated on the first page of this RFP. Vendors and their agents may not contact any state employee other than the buyer of record regarding

any of these matters during the solicitation and evaluation process. Inappropriate contacts are grounds for suspension and/or exclusion from specific procurements. Vendors and their agents who have questions regarding this matter should contact the buyer of record.

4.8 Provide the following information related to at least three previous and current service/contracts, performed by the vendor's organization, which are similar to the requirements of this RFP. Provide this information for any service/contract that has been terminated, expired or not renewed in the past three years.

- a. Name, address and telephone number of client/contracting agency and a representative of that agency who may be contacted for verification of all information submitted;
- b. Dates of the service/contract; and
- c. A brief, written description of the specific prior services performed and requirements thereof.

## 5 **PROPOSAL RESPONSE FORMAT**

5.6 An original and 5 identical copies of the proposal shall be submitted.

5.6.1 In addition, the vendor should provide one (1) copy of the entire proposal, including all attachments, in Microsoft Word or PDF electronic format. Vendors may not send the electronically formatted copy of their proposal via email.

5.6.2 The proposal should be page numbered and should have an index and/or a table of contents referencing the appropriate page number.

5.7 All proposals must be organized and tabbed with labels for the following headings:

5.7.1 **RFP Form.** The State's Request for Proposal form completed and signed.

5.7.2 **Executive Summary.** The one or two page executive summary is to briefly describe the vendor's proposal. This summary should highlight the major features of the proposal. It must indicate any requirements that cannot be met by the vendor. The reader should be able to determine the essence of the proposal by reading the executive summary. Proprietary information requests should be identified in this section.

5.7.3 **Detailed Response.** This section should constitute the major portion of the proposal and must contain at least the following information:

- The names, titles and professional experience of key staff who will work with the department.
- An overview that describes your agency's background, philosophy, general project management approach and areas of expertise.
- A summary of your agency's capabilities. Describe the types of services you are able to deliver, the timeline for providing basic deliverables and any experience your agency has working in the social welfare arena.
- Any unique ideas or strategies concerning items identified under "3.0 Scope of Work" that you would recommend.
- A list of current clients, including contact information for three clients we may contact as references.
- Examples of your work. Please provide at least three unique samples of design work/campaigns completed in the last three years which are relevant to this RFP. As well as, how your agency addressed any unique project constraints (timeline, budget, technical) relative to the examples provided.

5.7.4 **Cost Proposal.** Cost will be evaluated in conjunction with the technical proposal. Vendors may submit multiple cost proposals. Include all cost estimates related to services outlined under "3.0 Scope of Work".

See section 7.0 for more information related to the cost proposal.

## 6 **PROPOSAL EVALUATION AND AWARD PROCESS**

6.6 After determining that a proposal satisfies the mandatory requirements stated in the Request for Proposal, the evaluator(s) shall use subjective judgment in conducting a comparative assessment of the proposal by considering each of the following criteria:



- 6.6.1 Specialized expertise, capabilities, and technical competence as demonstrated by the proposed approach and methodology to meet the project requirements;
  - 6.6.2 Resources available to perform the work, including any specialized services, within the specified time limits for the project;
  - 6.6.3 Record of past performance, including price and cost data from previous projects, quality of work, ability to meet schedules, cost control, and contract administration;
  - 6.6.4 Availability to the project locale;
  - 6.6.5 Familiarity with the project locale;
  - 6.6.6 Proposed project management techniques; and
  - 6.6.7 Ability and proven history in handling special project constraints.
- 6.7 Experience and reliability of the vendor's organization are considered subjectively in the evaluation process. Therefore, the vendor is advised to submit any information which documents successful and reliable experience in past performances, especially those performances related to the requirements of this RFP.
- 6.8 The qualifications of the personnel proposed by the vendor to perform the requirements of this RFP, whether from the vendor's organization or from a proposed subcontractor, will be subjectively evaluated. Therefore, the vendor should submit detailed information related to the experience and qualifications, including education and training, of proposed personnel.
- 6.9 The State reserves the right to reject any or all proposals, waive technicalities, and make award(s) as deemed to be in the best interest of the State of South Dakota.
- 6.10 **Award:** The requesting agency and the highest ranked offeror shall mutually discuss and refine the scope of services for the project and shall negotiate terms, including compensation and performance schedule.
- 6.10.1 If the agency and the highest ranked offeror are unable for any reason to negotiate a contract at a compensation level that is reasonable and fair to the agency, the agency shall, either orally or in writing, terminate negotiations with the contractor. The agency may then negotiate with the next highest ranked contractor.
  - 6.10.2 The negotiation process may continue through successive offerors, according to agency ranking, until an agreement is reached or the agency terminates the contracting process.

## **7 COST PROPOSAL**

The vendor must provide a breakdown of proposed costs based on the duties outlined under the Scope of Work services; the services include.

The costs should include, but are not limited to, the commission %, hourly rates, and estimated hours to complete the scope of services.